REMARKS

Applicants hereby respectfully submit the enclosed Table of Claim Support.

Claim Language	Support Found At
1. (Amended) A process for measuring effectiveness of a web site having a test web page the process comprising:	Summary, column 4, lines 22-24
designing one or more versions of the test web page;	Summary, column 4, lines 22-24
distributing requests to the various versions of the test web page according to a predetermined distribution function; and	Summary, column 4, lines 25-27
counting visits to one or more hyperlinks from each version of the test web page to determine a relative effectiveness of each version of the test web page.	Summary, column 4, lines 30-34
2. (Unchanged) The process as recited in claim 1, wherein said predetermined distribution function is a sequential function.	Summary, column 4, lines 25-27
3. (Unchanged) The process as recited in claim 1, wherein said predetermined distribution function is a random function.	Summary, column 4, lines 25-27
4. (Amended) The process as recited in claim 1, wherein distributing requests comprises:	Summary, column 4, lines 22-27
receiving requests for the test web page;	Column 10, lines 18-20
directing said requests to one of the versions of the test web page in accordance with the predetermined distribution function.	Column 11, lines 28-32
5. (Amended) The process as recited in claim 1, further comprising:	Summary
repeating the process;	Column 5, line 55
after a preset number of repetitions, evaluating a success of each version of the test web page; and	Column 8, lines 6-12
selecting a version having a highest success rate, and setting the test web page to the selected version.	Column 12, lines 43-57
6. (Amended) A process for directing requests for a test web page having a predetermined universal resource location (URL) comprising:	Column 10, lines 27-31

designing one or more versions of the test web pages;	Column 7, line 60-64
distributing requests to a version of the test web page according to a predetermined distribution function wherein said requests are distributed by directing requests for the test web page to one of the versions of the test web page in accordance with a predetermined distribution function; and	Column 8, lines 4-10
measuring a relative effectiveness of each version of the test web site, based on a success percentage.	Column 12, lines 32-42
7. (Unchanged) The process as recited in claim 6, wherein said predetermined distribution function is a random function.	Summary, column 4, lines 25-27
8. (Unchanged) The process as recited in claim 6, wherein said predetermined distribution function is a sequential function.	Summary, column 4, lines 25-27
9. (New) A method of measuring the effectiveness of a web page having different versions, the method comprising:	Summary, column 4, lines 22-24
displaying a version of the web page to a user, the version selected according to a predetermined distribution function;	Summary, column 4, lines 25-27
for each version of the web page, counting occurrences of a desired behavior of the user to track the effectiveness of that version of the web page.	Column 12, lines 32-43
10. (New) The method of claim 9, further comprising, upon completion of testing:	Column 12, lines 32-33
identifying an effective version of the web page based on the percentage of success of achieving the desired behavior; and	Column 12, lines 39-42
setting the web page to a most effective version of the web page.	Column 12, lines 53-54
11. (New) The method of claim 10, wherein the most effective version of the web page is not identical to any of the versions tested, and the most effective version of the web page includes features from more than one version of the web page.	Figure 13, element 102, column 4, line 30-26
12. (New) The method of claim 9, wherein versions of the web page may differ in one or more of the following: layout, images, content, links, hypertext elements, complexity.	Column 3, lines 37-56

13. (New) The method of claim 12, wherein each version of the web page only varies in one feature, such that each feature of the web page is independently tested for effectiveness.	Column 7, lines 60-64
14. (New) The method of claim 13, wherein the most effective version of the web page includes each feature having a highest rate of occurrences of the desired behavior.	Column 12, lines 43-52
15. (New) The method of claim 9, wherein the versions of the web page may be generated on-the-fly, when a request for the web page is received.	Column 8, lines 38-42
16. (New) The method of claim 9, wherein the versions of the web page are static web pages, generated in advance, and further comprising:	Column 8, line 24-26
configuring the versions of the test page in effective parallel paths.	Column 1, lines 21-25
17. (New) The method of claim 9, wherein the successful response comprises one or more of the following: reading the web page, following a link, purchasing an item, filling-in a form, interacting with the web page, downloading data from the web page.	Column 2, lines 28-44
18. (New) A method of improving effectiveness of a web page comprising:	Column 4, lines 22-24
defining and prioritizing objectives of a web page;	Column 5, line 49
determining a definition of success for each objective;	Column 5, line 50-51
testing the web page, the testing comprising:	Column 5, line 56-57
designing at least two versions of the target web page, focusing on the objectives; and	Column 7, lines 60-67
displaying a version of the target web page to a user, the version selected according to a predetermined distribution function;	Column 8, lines 5-10
at a conclusion of the testing, identifying a success ratio for each objective.	Column 12, lines 32-42
19. (New) The method of claim 18, further comprising selecting the web page from a plurality of pages, the selecting comprising:	Column 7, lines 14-21
computing a priority ranking for each web page on the web site, based on the objectives; and	Column 7, lines 22-31
selecting a web page having a highest priority objective.	Column 7, lines 48-52

20. (New) The method of claim 18, wherein each version of the web page varies at least one aspect of the web page.	Column 7, line 60 to column 8, line 3
21. (New) The method of claim 20, wherein aspects of the web page include one or more of the following: layout, graphic, link, text.	Column 3, lines 37-56
22. (New) The method of claim 20, wherein the success ratio of each aspect is measured separately.	Column 12, lines 43-52
23. (New) The method of claim 22, wherein for each aspect of the web page, the version having the highest success ratio is chosen for the optimized web page.	Column 12, lines 32-42
24. (New) The method of claim 18, wherein each version of the target web page is dynamically generated in response to a request.	Column 8, lines 38-42
25. (New) The method of claim 18, wherein each version of the target web page is a static web page, generated prior to the testing.	Column 8, line 24-26
26. The method of claim 18, wherein the successful response comprises one or more of the following: reading the web page, following a link, purchasing an item, filling-in a form, interacting with the web page, downloading data from the web page, clicking on a banner advertisement.	Column 2, lines 28-44
27. (New) A method of improving effectiveness of a web page comprising:	Summary, column 4, lines 22-25
defining a plurality of features of the web page;	Column 5, line 60 to column 6, line 4
defining a successful user response for a feature of the web page;	Column 6, lines 23-41
designing a plurality of versions of the web page, each version varying one feature of the web page;	Figure 7, blocks 38 and 40, and column 4, lines 22-29
directing users to one of the versions of the web page in accordance with a predetermined distribution function; and	Column 11, lines 28-32
measuring the successful responses for the feature of the web page.	Column 12, lines 32-42
28. The method of claim 27, wherein the successful response is defined as interacting with the web page.	Column 3, lines 9-13

29. The method of claim 27, wherein the successful response comprises one or more of the following: reading the web page, following a link, purchasing an item, filling-in a form, interacting with the web page, downloading data from the web page.	Column 3, lines 9-36
30. (New) A computer data signal embodied in a carrier wave comprising:	Column 5, lines 39-45
a web page display code segment to display a version of the web page to a user, the version selected according to a predetermined distribution function;	Summary, column 4, lines 22-25
an evaluation code segment to count the occurrence of a desired behavior of the user to track the effectiveness of each version of the web page.	Summary, column 4, lines 30-34

If the Examiner finds any remaining impediment to the prompt allowance of these claims that could be clarified with a telephone conference, the Examiner is respectfully requested to contact Judith A. Szepesi at (408) 720-8300.

If there are any additional charges, please charge Deposit Account No. 02-2666.

Respectfully submitted,

Date: 8/26/04

Judith A. Szepesi
Reg. No. 39,393

12400 Wilshire Blvd.
Seventh Floor
Los Angeles, CA 90025
(408) 720-8300